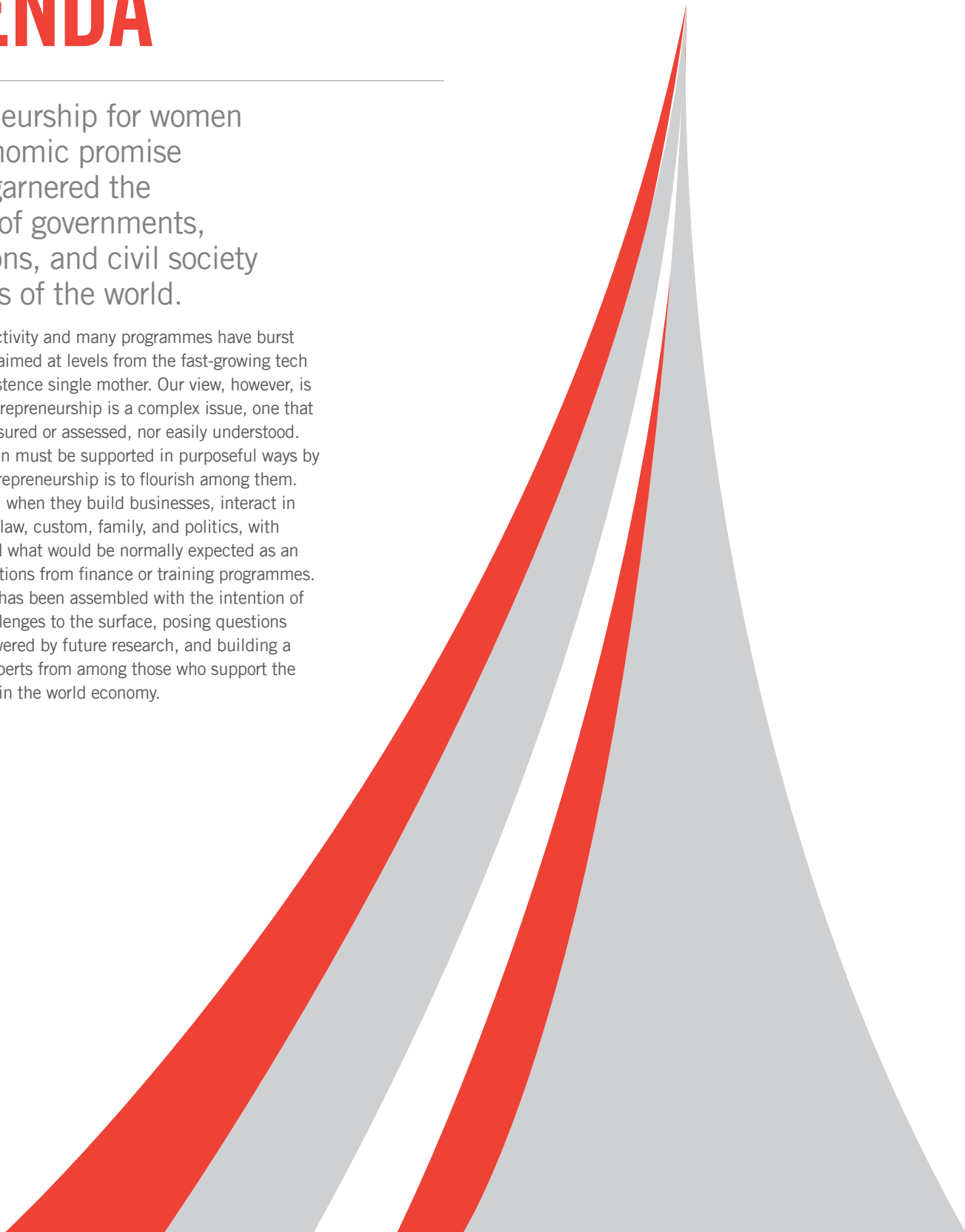




POWER SHIFT: AGENDA

Entrepreneurship for women is an economic promise that has garnered the attention of governments, corporations, and civil society in all parts of the world.

A great deal of activity and many programmes have burst upon the scene, aimed at levels from the fast-growing tech diva to the subsistence single mother. Our view, however, is that women's entrepreneurship is a complex issue, one that is not easily measured or assessed, nor easily understood. We believe women must be supported in purposeful ways by the society if entrepreneurship is to flourish among them. We think women, when they build businesses, interact in subtle ways with law, custom, family, and politics, with outcomes beyond what would be normally expected as an effect of interventions from finance or training programmes. This symposium has been assembled with the intention of bringing the challenges to the surface, posing questions that may be answered by future research, and building a community of experts from among those who support the power of women in the world economy.



MONDAY 20 MAY

10:00 **OPENING REMARKS: A GLOBAL OVERVIEW OF WOMEN AS ENTREPRENEURS (NELSON MANDELA LECTURE THEATRE)**

Patterns that emerge when looking at women's entrepreneurship in the developing world are sometimes different from those seen in the developed world, but are often surprisingly similar. Some, however, contradict popular wisdom.

Professor Peter Tufano

Peter Moores Dean & Professor of Finance, Saïd Business School

Professor Linda Scott

DP World Chair for Entrepreneurship and Innovation, Saïd Business School

Professor Karen Hughes

Professor, Department of Strategic Management and Organization & Department of Sociology, University of Alberta

10:45 Coffee Break (West Wing)

BEGINNINGS

MIDDLES

ENDS

11.15 Enterprise unfolds in time. A woman nurturing a start-up has different needs and goals than one managing a large staff and demanding customers. We open, therefore, with sessions designed to hold place constant – all participants are from the UK – but vary the time in the business life cycle. These interactive sessions will be repeated once, so that delegates can attend at least two. **(Lecture Theatres VI-VIII)**

Julie Boyd

Managing Director, TR Fleet

Rana Harvey

Managing Director, Monster Group

Shelley Hoppe

Director & Founder, Southerly Communications

Moderator: Professor Lynn Martin

Professor of Entrepreneurship & Director of the Centre for Enterprise, Manchester Metropolitan University

Kresse Wesling MBE

Co-Founder, Elvis & Kresse

Kyle Zimmer

Chief Executive Officer, First Book

Moderator: Dr Pamela Hartigan

Director, Skoll Centre for Social Entrepreneurship

Fleur Heyns

Co-Founder & CEO, Global Trader

Lara Morgan

Founder & Ex-CEO, Pacific Direct Group Ltd; Founder, Company Shortcuts Ltd

Professor Linda Scott

DP World Chair for Entrepreneurship and Innovation, Saïd Business School

Moderator: Jim Hall

Executive Director, University of Oxford Entrepreneurship Centre

13:00 Lunch (Pyramid Room) and Coffee (Club Room)

14:00 **KEYNOTE: Wu Qing, Founder, Beijing Cultural Development Center for Rural Women**

OPENING OPPORTUNITIES FOR WOMEN AND GIRLS IN RURAL CHINA (NELSON MANDELA LECTURE THEATRE)

Introduced by: **Dr Pamela Hartigan**, Director, Skoll Centre for Social Entrepreneurship

BOTTOM UP

TOP DOWN

ALL AROUND

14.45 Corporations and NGOs have joined the game by helping to develop systems that enable women to earn and grow as entrepreneurs in the developing nations. Some of these sell goods produced by global manufacturers through networks of entrepreneurs, while others try to re-engineer existing systems in a way that enables women-owned businesses to connect with global supply chains. An emergent model tries to do both. These interactive sessions exploring three models will be repeated once, so that delegates can attend at least two. **(Lecture Theatres VI-VIII)**

Asif Ahmed

Director of Private Engagement, Care Bangladesh

Meg Jones

Women and Trade Programme Manager, International Trade Centre

John Priddy

CEO, The Priddy Group & Founder, Full Circle Exchange

Elizabeth A Vazquez

President, CEO & Co-Founder, WEConnect International

Moderator: Jacalyn Spedding

President, Spedding Consulting

Saif Al-Rashid

Founding Director & CEO, JITA

Sue Bossart

Region Manager (Southern Region), Avon UK

Tamsin Chislett

Partnerships Development Manager, Living Goods

Moderator: Dr Catherine Dolan

University Lecturer in Marketing, Culture and Society, Saïd Business School

INTERVIEW

Charlotte Oades

Global Director, Women's Economic Empowerment, Coca Cola

Interviewer: Dr Pegram Harrison

Fellow in Entrepreneurship, Saïd Business School

MONDAY 20 MAY CONTD...

16.40 Coffee break (Reception Hall)

17.00 Move to Oxford Union

17.30 **TAKING SIDES: OXFORD UNION DEBATE (OXFORD UNION DEBATING CHAMBER)**

A classic Oxford experience is the Union debate. Two expert and passionate teams will battle it out on the question:

THIS HOUSE BELIEVES THAT WOMEN RUNNING SUBSISTENCE BUSINESSES ARE NOT ENTREPRENEURS

Audience members will have the chance to offer their own arguments between speaker four and speaker five. At the end, the audience will vote 'aye' or 'no', as decades of Oxonians have, by proceeding to the bar through one or the other door to the chamber.

PROPOSITION

Tamara Box

Head of Structured Finance, Reed Smith

Penney Frohling

Partner, Financial Services, Booz & Co

Averil Leimon

Director, White Water Group

Moderator:

The Honourable Michael J Beloff QC

Blackstone Chambers

OPPOSITION

Professor Mark Hart

Professor of Small Business and Entrepreneurship, Aston Business School

Professor Susan Marlow

Professor of Entrepreneurship, University of Nottingham Hayden Green Institute for Entrepreneurship and Innovation

Maggie O'Carroll

Chief Executive Officer, The Women's Organisation

19.15 **RECEPTION**
ANNOUNCEMENT OF DEBATE RESULTS (SOMERVILLE COLLEGE)

20.00 Dinner at Somerville College

KEYNOTE: Dame Stephanie Shirley, IT Entrepreneur and Philanthropist

LET IT GO: AUTOBIOGRAPHY OF AN ENTREPRENEUR

TUESDAY 21 MAY

09:00 KEYNOTE: Cherie Blair CBE, Founder, Cherie Blair Foundation for Women

TECHNOLOGY FOR WOMEN'S ENTERPRISE DEVELOPMENT: PERCEPTIONS AND PRACTICE (NELSON MANDELA LECTURE THEATRE)

Introduced by: **Dr Andrew White** Associate Dean, Executive Education, Saïd Business School

10.00 OXFORD CASE STUDY: PULLING TOGETHER

The International Women's Coffee Alliance has joined women in many regions engaged in producing coffee. Each point in the value chain is represented, women helping women. Through this global effort, the organisation has found it necessary to help its members work for a voice and for rights in order that they can do business. **(Lecture Theatres VI-VIII)**

Case author: Mary Johnstone-Louis

Professor John Deighton

Harold M Brierley Professor of Business Administration, Harvard Business School

Professor Peter Tufano

Peter Moores Dean & Professor of Finance, Saïd Business School

Professor David Upton

American Standard Companies
Professor of Operations Management,
Saïd Business School

Desiree Logsdon

Vice President Marketing, Bunn

Phyllis Johnson

President & Co-founder, BD Imports Inc

Pacita U Juan

President, Women's Business Council of the Philippines

11.00 Coffee Break (West Wing)

11.30 REACHING ACROSS

In these three sessions, we are looking to find ways women can reach out and assist each other. Though there are substantial differences that make each local experience unique, there must also be significant similarities within which common ground can be sought. Technologies allow sharing, mentorship, and collective action across culture, space, and organization.

(Lecture Theatres VI-VIII)

COLLECTIVE ACTION

Pacita U Juan

President, Women's Business Council of the Philippines

Gloria Larkin

Vice Chair, Educational Foundation
Board of Directors for Women Impacting Public Policy & President, TargetGov

Francisca Valdés

Founder & Executive Director, Mujeres Empresarias

Moderator: Dr Izzy Warren-Smith OBE

Principal Lecturer in Rural Policy and Agricultural Economics, Harper Adams University

TECHNOLOGY

Lisa Felton

Executive, Public Policy (Europe),
Vodafone Group Services

Henriette Kolb

Executive Director, Cherie Blair Foundation for Women

Ruth Merrett

Corporate Affairs Consultant, Intel

Moderator: Kathy Harvey, Director of Executive Degree Programmes & Programme Director, Executive MBA, Saïd Business School

FAMILY, LAW & CUSTOM

Renée Giovarelli

Executive Director, Landesa Center for Women's Land Rights

Alyse Nelson

President & CEO, Vital Voices Global Partnership; Author

Professor Qing Wang

Professor of Marketing and Innovation, Associate Dean, Warwick Business School, University of Warwick

Moderator: Joanna Foster CBE

Associate Fellow, Saïd Business School & Chair, UK Crafts Council

12.15 Lunch (Pyramid Room)

BOOK SIGNING AND COFFEE TASTING (CLUB ROOM)

Coffee tasting compliments of IWCA Burundi, led by Shirin Moayyad with Phyllis Johnson, Pacita Juan, and Desiree Logsdon

TUESDAY 21 MAY CONTD...

13.30 HANDS UP HANDS DOWN

Here we will explore the uniquely gendered challenges that consistently crop up for law-makers and lenders, policy-makers and organisations engaged in supporting women as entrepreneurs: finance, measurement, and skills. These interactive sessions, led by experts who are each engaged in a different aspect of the challenge, will be repeated once, so that delegates can attend at least two. **(Lecture Theatres VI-VIII)**

FINANCE	MEASUREMENT	SKILLS
<p>Mary Ellen Iskenderian President & CEO, Women's World Banking</p> <p>Herta von Stiegel Founder & CEO, Ariya Capital</p> <p>Moderator: Ian Scott Former Director, World Bank & Executive Director, The Emerging Markets Symposium</p>	<p>Noa Gimelli Director, Women's Economic Opportunity Initiative, ExxonMobil</p> <p>Dr Mario Piacentini Economist, Statistics Directorate, OECD</p> <p>Moderator: Professor Colette Henry Editor, The International Journal of Gender & Entrepreneurship & Adjunct Professor, Tromsø University Business School</p>	<p>Deepak Jayaraman Head of Corporate Engagement EMEA, Goldman Sachs</p> <p>Noa Meyer Vice President Corporate Engagement, Goldman Sachs</p> <p>Moderator: Jim Hall Executive Director, University of Oxford Entrepreneurship Centre</p>

15.30 Coffee break (Reception Hall)

16.00 **KEYNOTE INTERVIEW: Muna AbuSulayman**, Media Personality and Philanthropist

WHAT YOU SEE IS NOT WHAT YOU GET: A SAUDI WOMAN'S SUCCESS STORY IN A MAN'S WORLD (NELSON MANDELA LECTURE THEATRE)

Interviewer: Gillian Lacey-Solymar, Senior Teaching Fellow, Department of Management, Science and Innovation, University College London

16.45 **SYNTHESIS AND MAKING THE MAP (NELSON MANDELA LECTURE THEATRE)**

In the last session of the symposium, we will come together as a group to review what we have learned. We will formulate a list of recommendations for metrics, studies, programmes, and other action steps that will be released to the world press under one voice. We will announce commitments to help pursue these imperatives and confirm initial plans for the 2014 Power Shift Forum.

17.30 **CLOSING RECEPTION: INTO THE WORLD (CLUB ROOM)**

From the end of the symposium, the Saïd Business School will use its auspices to take forward the findings and recommendations from the synthesis into the world press, in order to take a place on the global agenda.